



WESTFIELD-WASHINGTON
ADVISORY PLAN COMMISSION

November 20, 2023

2310-PUD-09

Docket Number: 2310-PUD-09 (Ordinance No. 23-23)

Petitioner: Haehl Group, LLC

Representative: Clark Quinn Moses Scott & Grahm, LLP

Request: An amendment to modify the signage standards within the Spring Mill Centre Planned Unit Development (PUD) Zoning District

Current Zoning: Spring Mill Center Planned Unit Development ("PUD") District ([Ord. 19-28](#))

Location: Northeast of the junction at Spring Mill Rd. and SR 32 (the "real estate")

Current Land Use: Mixture of existing commercial development and vacant land

Acreage: 50.64 acres +/-

Exhibits:

1. Staff Report
2. Location Map
3. Proposed Ord. 23-23
4. Red-lined Ord. 23-23
5. Signage Character Illustrations
6. Approximate Locations of Ground Mounted Signs
7. State Road 32 Signage Exhibit

Staff Reviewer: Weston Rogers, Associate Planner

(report continues on next page)

PETITION HISTORY

This petition was introduced at the September 11, 2023 City Council meeting. The discussion for this petition can be viewed [here](#). The petitioner held a neighbor meeting on September 27, 2023 which resulted in no public comments. A public hearing was held at the October 2, 2023 Advisory Plan Commission (the “Plan Commission”) meeting. The discussion from this meeting can be found [here](#). A workshop meeting for this petition was held at the November 20, 2023 APC meeting. The discussion from this meeting can be found [here](#).

This petition is scheduled for recommendation consideration at the December 4, 2023 APC meeting.

This filed petition is related to the following previous applications associated with the subject 50.64 -acre real estate located northeast of the intersection at Spring Mill Rd. and SR 32.

- 09/23/2019
 - o Real estate incorporated into Spring Mill Centre PUD Zoning District
 - o Original Zoning Ordinance (Ord. [Ord. 19-28](#))
- 02/01/2020
 - o Primary Plat and Overall Development Plan approved
 - o Docket No. 2012-ODP-18 and 2012-SPP-18

PROJECT OVERVIEW

Location: This subject real estate is approximately 50.64 acres in size and is generally located northeast of the intersection at Spring Mill Rd. and SR 32 (see **Exhibit 2**). The Property is currently zoned the Spring Mill Centre PUD District, which was originally adopted at the September 23, 2019 City Council meeting. Adjacent zoning districts include AG-SF1: Agriculture / Single-family Rural District to the north, Wheeler Landing PUD to the east, Maple Knoll PUD to the south, and EI: Enclosed Industrial District to the west.

Project Description: The petitioner is requesting an amendment to the Spring Mill Centre PUD District to include provisions for proposed signage on the real estate as further described below.

(report continues on next page)

ORDINANCE DETAILS

The original Spring Mill Center PUD ([Ord. 19-28](#)) is silent on modifying the default Unified Development Ordinance (UDO) sign standards applicable to the real estate. Moreover, the petitioner is not proposing to modify the existing language within the Spring Mill Center PUD, but rather proposing to add specific language that address the requested signage to be permitted on the real estate.

Development Standards:

The proposed amendment includes the addition of the following sign standards as part of the overall Development Standards associated with the real estate.

- ***Monument Signs (Center Only) – aka “Center Signs”***
 - By default, the UDO permits one (1) “Center Sign” for the Property
 - The proposed PUD Amendment would:
 - Establish a maximum height of seventeen (17) feet for such “Center Sign”; and
 - Regulate the “Center Sign” per the standards set forth in Section [6.17\(J\)\(2\)\(a\)\(iii\)](#).
- ***Out-lot individual Monument Signs***
 - The proposed PUD Amendment would:
 - Permit seven (7) out-lot individual Monument Signs in lieu of zero (0) as permitted by the default UDO standards;
 - Require each of the seven (7) requested Out-lot individual Monument Signs to be regulated per the standards set forth in Section [6.17\(H\)\(2\)](#);
 - Limit the maximum overall height of out-lot individual Monument Signs to seven (7) feet in lieu of nine (9) feet; and
 - Require fifty (50) percent of the Sign Area square footage of out-lot individual Monument Signs to count against the user’s permitted Sign Area Allocation as permitted in the UDO in lieu of zero (0) percent.

Updates since last meeting –

- Ordinance Language revised to:
 - a) clarify the applicability of monument signs A or B
 - i.e. lot with one user = sign A; lot with two+ users = sign B
 - b) clarify that monument signs require a base and cap (dimensions provided in character exhibits)
 - c) specify overall max height and width of signs
- Character Exhibits revised to:
 - a) establish the “creativity zone” / Sign Area “opportunity zone” via updates to Signage Character Illustrations (hatched area shown on character exhibits)

Exhibits:

The proposed amendment includes two (2) visual aid exhibits as described below:

- *“Signage Character Illustrations”*
 - o Establishes the overall character and quality of proposed signage associated with this amendment request.
- *“Approximate Locations of Ground Mounted Signs”*
 - o Establishes the general locations of proposed signage associated with this amendment request.
- *“State Road 32 Signage Exhibit”*
 - o Provides a snapshot of the existing, approved, and requested signage along the State Road 32 corridor from roughly Wheeler Road to Ditch Road (see **Exhibit 6**).

Reference Guide:

Below is a guide to assist in understanding what signage is currently permitted throughout the real estate and what is being requested to be permitted as part of this proposed PUD amendment.

Signage Type	UDO Section	Currently Permitted	Amendment Request
Monument Sign(s) (Center Only) (aka “Center Sign”)	6.17(J)(2)	One (1)	One (1) Per location shown on Exhibit 5 Regulated per Sec. 6.17(J)(2)(a)(iii) w/ maximum height of 17’
Entrance Sign(s) (Center Only)	6.17(J)(3)	One (1) per point on ingress	No requested modification
Interior Circulation Signs	6.17(J)(4)	Quantity per UDO standards	No requested modification
Center In-Line Tenant Signage	6.17(J)(5)	Quantity per UDO standards	No requested modification
Two-Story, Multi-Tenant Signage	6.17(J)(6)	Quantity per UDO standards	No requested modification
Multi-Story, Multi-Tenant Signage	6.17(J)(7)	Quantity per UDO standards	No requested modification
Individual Out-lot Signage	6.17(J)(8)	Wall, Awning, and Under Canopy Signs per UDO standards Zero (0) out-lot individual monument signs	Wall, Awning, and Under Canopy Signs per UDO standards -and- Seven (7) out-lot individual monument signs per locations shown on Exhibit 5, Regulated per Sec. 6.17(H)(2) w/ maximum height of 7’ and commitment to count fifty (50) percent of the Sign Area square footage against the user’s permitted Sign Area Allocation

REFERENCE DOCUMENTS

Listed below are examples of previously adopted PUD Amendments that address site signage. These reference documents are provided to assist with understanding the context of this PUD Amendment request as it relates to neighboring properties.

- Dartown Crossing PUD Amendment I [Ord. 19-47](#)
 - o Located east of the Spring Mill Center PUD district
 - o [Section 5.3](#) addresses on-site signage language
 - o [Exhibit E](#) documents proposed signage character exhibits and location map
- Maple Knoll PUD Amendment IV [Ord. 19-50](#)
 - o Located directly south of the Spring Mill Center PUD district
 - o [Section 3](#) addresses on-site signage language
 - o [Exhibit C](#) documents proposed signage character exhibits and location map
- “State Road 32 Signage Exhibit”
 - o Provides a snapshot of the existing, approved, and requested signage along the State Road 32 corridor from roughly Wheeler Rd. to Ditch Rd.
 - o See [Exhibit 6](#)

COMPREHENSIVE PLAN

The real estate falls within the Employment Corridor land use area of the Westfield-Washington Township Comprehensive Plan (the “Comprehensive Plan”). Office and service uses, research and development, and retail and institutional uses that are subordinate to and supportive of the office and service uses are contemplated as appropriate uses within the Employment Corridor area.

This real estate is also included in an area that was further studied in the Family Sports Capital of America Addendum. As a part of The Family Sports Capital of America Vision, as stated in the Addendum, “...it is anticipated that other related and supporting land uses will be located within, adjacent to and nearby the Sports Campus.” It then goes on to list a variety of contemplated uses which include retail, office, and hospitality uses.

Three goals are listed within the Addendum: 1) Provide intergenerational health, recreation and sporting opportunities within the City and provide facilities for state regional and national tournaments; 2) Cooperate with the Hamilton County Convention and Visitor’s Bureau to make Westfield the “Family Sports Capital of America”—a regional and national destination for sporting events and tournaments for all ages; and 3) Pursue economic development opportunities to capitalize on Westfield’s already developing intergenerational sports niche.

The Comprehensive Plan is not law; rather, it is intended to serve as a guide in making land use decisions.

PROCEDURAL

Council Introduction: The petition was introduced at the September 11, 2023, City Council meeting.

Public Hearing: A change of zoning request is required to be considered at a public hearing by the Plan Commission. The public hearing for this petition was held at the October 2, 2023, Plan Commission meeting. Notice of the public hearing was provided in accordance with Indiana law and the Plan Commission's Rules of Procedure.

Statutory Considerations: Indiana Code 36-7-4-603 states that in the consideration of zoning ordinance amendments and zone map changes that reasonable regard shall be paid to:

1. The Comprehensive Plan.
2. Current conditions and the character of current structures and uses.
3. The most desirable use for which the land is adapted.
4. The conservation of property values throughout the jurisdiction.
5. Responsible growth and development.

DEPARTMENT COMMENTS

1. **Action: Forward a recommendation to City Council for Ord. 23-23 (2310-PUD-09).**
2. If any Plan Commission member has questions prior to the APC meeting, then please contact Weston Rogers at (317) 408-9895 or wrogers@westfield.in.gov